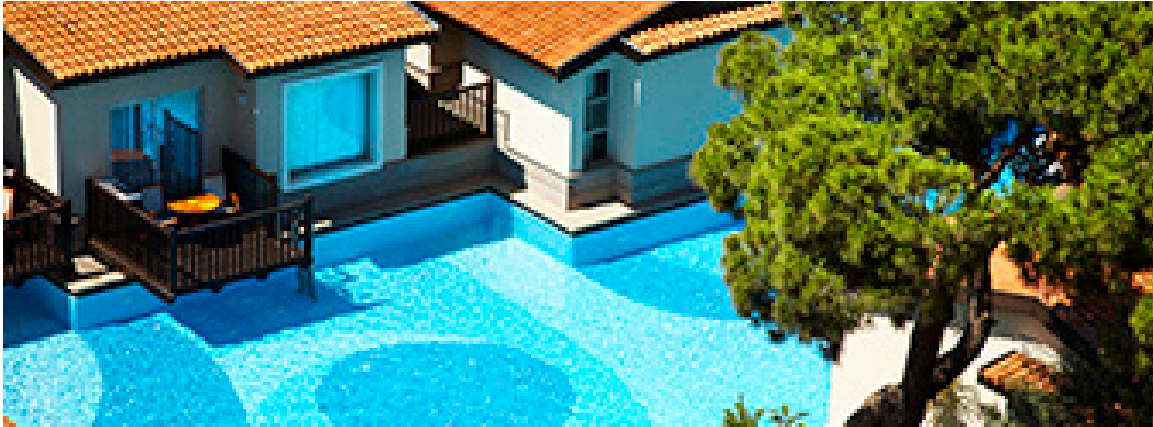


# TARGET THE POOL MARKET



The pool market has always been difficult to analyze and reliable market data tough to come by. Metrostudy, the housing industry's leading provider of data, has leveraged economic, pool permit, property and consumer data to develop reports and tools to cover the pool market.

U.S. Pool Market Reports provide a comprehensive view of pools, both existing and newly constructed at a local market level and a localized likelihood index by consumer group, which measures the propensity for that type of consumer to own or add a pool to their home. By comparing this with zip-level maps displaying existing pools, the clear focus locally becomes easily defined.

Take the guesswork out of where existing pools are located, where pools are being built today, and where they are most likely to be built in the future with U.S. Pool Market Reports, and act with confidence and precision in a competitive business environment.

## DATA YOU CAN TRUST

Metrostudy, the housing industry's leading provider of data in residential new construction and residential remodeling, has utilized multiple sources of data to construct a comprehensive view of the local pool market, not only retrospectively but also with forecasts that can be used to identify pockets of future demand.

- Household counts and insights to consumer lifestyles and behaviors are based on Metrostudy research leveraging primary data sources and third-party research based on the Nielsen Claritas NE® syndicated segmentation model.
- Household counts, demographics, and housing profile information are based on 2011 Nielsen Claritas estimates and research by Metrostudy.
- Lifestyle, profile, and remodeling insights are derived from analysis of multiple sources of syndicated research and demographic data including Nielsen Claritas, Mediamark Research, and Simmons.
- Pool ownership, pool project and permit data, and pool builder activity are compiled by Metrostudy.
- Economic forecasts are provided by Moody's Analytics.

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